



ECONOMIC DEVELOPMENT COMMISSION ACTION MINUTES

City Hall Room 10
1225 Lincoln Way

July 26, 2005
4:00 p.m.

MEMBERS PRESENT: J. McDonald, G. Moffat, K. Nesbitt, M. Reynolds, J.R. Smith

MEMBERS ABSENT: M. Holmes, H. Roper,

OTHERS PRESENT: Stewart Perry, Laura Pinnick, and Janice Forbes

CITY STAFF: Robert Richardson, City Manager

STAFF SECRETARY: Marilyn Hamner-Crout

TOTAL ATTENDANCE: 10

MEETING CONVENED: 4:00 p.m.

MEETING ADJOURNED: 5:30 p.m.

SECTION	AGENDA ITEM	ACTION	VOTE (if any)
I. Call to Order and Flag Salute		Meeting was called to order by Chairman Monti Reynolds at 4:00 p.m.	
II. Agenda Approval	Review agenda and propose changes.	No changes were requested.	
III. Public Comment	A time to speak on any item not on the agenda.	None.	
IV. Approval of Minutes	Minutes of July 12, 2005	It was moved to approve the minutes of July 12, 2005, as submitted.	Motion: Nesbitt/McDonald Approved.
V. Fiscal Year 2004-2005 Budget Report	Current budget report	No comment.	
VI. Funding Request	Placer County Wine and Grape Association, 3rd Annual Auburn Wine Festival, October 1, 2005—\$3,000 and \$300	Stewart Perry spoke on behalf of the Placer County Wine and Grape Association. Stewart is the Chairperson for this year's event, which is in its third year. The PCWGA has not requested funding in the past, but this year they would like assistance from EDC to help develop their publicity strategy to a higher level. Last year they printed a slick four-fold brochure, which included a passport, and advertised on the City billboard. They will continue with these, but this year they would like to expand the advertising to high-class display ads in magazines such as Roseville Magazine and Sacramento Magazine, as well as banners for the poles in Downtown. This event includes approximately 25 venues in Downtown and Old Town and promotes the retail establishments.. The PCWGA is requesting a \$3,000 funding grant for the advertising and \$300 of in-kind services in the form of a City shuttle bus. Perry stated there were around 700 attendees last year, with a target of 1,000 this year. The net profit last year	

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	<p>Ashley Memorial Dog Park Foundation, Splash Dogs Bone-A-Fit, September 3 and 4, 2005—\$500</p>	<p>was \$3,000. Some of that profit went to Lincoln High School academic scholarship program for students majoring in agriculture. The same opportunity was offered to the other high schools, but the recipient schools were not able to organize their scholarship program in time for last year's distribution. And some of the net profit was held back as start-up money for this year's festival.</p> <p>It was moved to recommend to City Council the approval of a funding grant in the amount of \$3,000 and in-kind services in the amount of \$300.</p> <p>Laura Pinnick spoke on behalf of the Ashley Memorial Dog Park Foundation. Pinnick stated they have a tracking record from the same fundraiser that was held in June 2005. They had 116 participants at the first event, with 31 coming from Auburn and the remainder coming from Northern California and Nevada. The overall attendance, including dog owners, was approximately 500. Many stay for the two-day event. Lunch only is provided at the event, therefore attendees must get breakfast and dinner in the area. The net profits will go into the Ashley Memorial Dog Park Foundation fund.</p> <p>It was moved to recommend to City Council the approval of a funding grant in the amount of \$500.</p>	<p>Motion: Moffat/Smith Approved.</p> <p>Motion: Nesbitt/Moffat Approved.</p>
<p>VII. EDC Business</p>	<p>Sierra Heritage Advertising in Auburn Magazine—\$2,500</p>	<p>Janice Forbes spoke on behalf of the Sierra Heritage. The content in the Auburn Magazine will cover the major signature events, happenings at Placer High School, business profiles, about living in Auburn, endurance athletes profiles, Auburn art scene, "why I live in Auburn" and Auburn wineries and restaurants. The Auburn Magazine will be inserted into the September/October issue of The Sierra Heritage Magazine, which is 13,000 to 15,000 copies. City Manager Bob Richardson said that last year's copies were used extensively for promotional mailings. Moffat asked if it would be possible to put the magazine on line. Forbes said she is willing to release the magazine for that purpose, but she would have to get the release of other photographers and writers involved.</p> <p>It was moved to recommend to City Council the approval of a \$2,500 full-page ad in the Auburn Magazine, with the caveat of use of additional space and web site use.</p>	<p>Motion: Smith/ McDonald Approved.</p>

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	<p>Funding Request Process</p> <p>FY 2005-2006 Work Plan</p>	<p>Chairman Reynolds referred to the funding records list in the agenda. Each annual event was discussed relative to attendance generated, economic benefit to Auburn and its importance to Auburn. Reynolds said he would like to see the first four on the list pre-approved. They will need to apply for funding as usual and if it is within the pre-approved amount, it will be forwarded directly to City Council. If more than the pre-approved amount, it will need to go before the EDC.</p> <p>It was moved to pre-approve recommendations to City Council for approval of funding grants to Music on the Green for up to \$3,000, Festival of Lights for up to \$1,500, 4th of July Celebration for up to \$2,000 and Auburn Community Festival for up to \$1,500.</p> <p>City Manager Bob Richardson reported that interviews with the consultants will not be able to take place until early September. So the August 2 interview meeting will not take place.</p> <p>Richardson stated that Michael Kent Murphy has offered to provide the conceptual master plan design of the I-80 corridor. It was the consensus of the EDC to have him proceed.</p> <p>He also reported that the Auburn Arts Commission is working with Rip Cronk to locate additional sites along the I-80 corridor.</p>	<p>Motion: Reynolds/ Nesbitt Approved.</p>
VIII. Economic Development Commission Reports		None.	
IX. Future Agenda Items		⇒ Cynthia Haynes, California Welcome Center	
X. Next Meeting Date		The next regular meeting will be held on Tuesday, August 9, 2005, 4:00 p.m.	
XI. Adjournment		Meeting was adjourned at 5:30 p.m.	